

Message Text

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PAGE 01 THE HA 00962 231342Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----231345 011536 /44

P R 231259Z FEB 77
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC PRIORITY 9930
USDOC WASHDC PRIORITY
INFO AMEMBASSY LONDON

UNCLAS THE HAGUE 0962

USDOC PASS FIELD OIM/BIC/DIBA

E.O. 11652: N/A
TAGS: BEXP, BPRO, BTIO, NL
SUBJ: REVERSE INVESTMENT OPPORTUNITY: SIMON-HEESEN BV, BOXTEL
NETHELANDS

1. SIMON-HEESEN BV, VAN SALMSTRAAT 46, BOXTEL, NETHERLANDS, MANUFACTURES PELLETING MACHINES, COOLERS AND MIXERS FOR ANIMAL FEED AND CHEMICAL INDUSTRIES. IT IS INTERESTED IN EXPANDING ITS MANUFACTURING OF ANIMAL FEED MILLING (PELLETING) EQUIPMENT TO THE US THROUGH ACQUISITION OR JOINT VENTURE WITH APPROPRIATE AMERICAN COMPNAY. IDEALLY, IT WOULD LIKE TO DEAL WITH MEDIUM SIZE COMPANY (HAVING LABOR FORCE OF ABOUT 200) MANUFACTURING SIMILAR EQUIPMENT OR MACHINERY CLOSE TO IT, WHICH ALSO HAS SELLING OUTLETS.

2. ROBERT W. MARK, MANAGING DIRECTOR OF SUBJECT COMPANY WILL ARRIVE IN WASHINGTON ON MARCH 7 FOR TWO THREE DAY VISIT IN CONNECTION WITH ABOVE. HIS COMPANY HAS ALREADY CONTACTED A FEW AMERICAN FIRMS, BUT HE INTENDS TO REVIEW ENTIRE SITUATION INCLUDING A MARKET SURVEY BEFORE MAKING FINAL DECISION RE POSSIBLE INVESTMENT IN US. HE PLANS TO SPEND TWO WEEKS OR LONGER IN STATES FOR THAT PURPOSE.

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3. MARK ANXIOUS TO MEET APPROPRIATE OFFICIALS FAMILIAR WITH ANIMAL FEED MILLING COMPANIES IN USDOC, USDA, AS WELL AS TRADE ASSOCIATIONS IN WASHINGTON. HE INTENDS TO FOLLOW SUGGESTIONS MADE BY ABOVE OFFICIALS RE CONTACTS WITH AMERICAN COMPANIES AND ORGANIZATIONS SEEKING ASSISTANCE OF COMMERCE DISTRICT OFFICES AS REQUIRED.

4. SIMON-HEESEN BV (WTDR JAN 1975) IS A SUBSIDIARY OF
SIMON ENGINEERING LTD., CHEADLE HEATH, STOCKPORT, CHESHIRE,
ENGLINAD, A DIVERSIFIED COMPANY WITH TURNOVER OF 164 MILLION
POUNDS STERLING IN 1975 AND SOME 12,000 EMPLOYEES.

5. WE WOULD APPRECIATE USDOC ARRANGING
APPROPRIATE APPOINTMENTS IN WASHINGTON FOR MR. MARK. PLEASE
CABLE NAME AND LOCATION OF CONTROL OFFICER IN USDOC AND OTHER
PERTINENT INFORMATION TO BE RECEIVED HERE NO LATER THAN
MARCH 2. MARK INTENDS TO DEPART MARCH 3 AND WILL CALL ON
CONTROL OFFICER MARCH 7 AT 1100.
MCCLOSKEY

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Subject: REVERSE INVESTMENT OPPORTUNITY: SIMON-HEESEN BV, BOXTEL NETHERLANDS
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